# The POPD Framework diagram

Every phase of the Framework links with the people who are accessing the Provider’s services. The people accessing supports must be engaged in every phase of the design process.

## Focus

This is the first phase of the process. During this phase you will choose the focus of your project or program and plan the design process.

* Use convergent thinking.
* Identify your organisation’s strategic direction.
* Find the impact you want to have.
* The corresponding project management stage is Initiate

## Discover

This is the second phase of the process. It is the first phase of the design process.

* Use divergent then convergent thinking.
* Research with empathy and curiosity to gain insight.
* Find the outcomes people want to achieve.
* The corresponding project management stage is Plan

## Ideate

This is the third phase of the process. It is the second phase of the design process.

* Use divergent then convergent thinking.
* Collaborate, be inspired, and spawn ideas to achieve outcomes.
* Find the concept you want to test.
* The corresponding project management stage is Plan

## Prototype

This is the fourth phase of the process. It is the third and final phase of the design process.

* Use convergent thinking.
* Create a model of your concept:
  + test with people
  + get their feedback
  + adapt and retest
* Find the approach most likely to achieve the outcomes people want
* The corresponding project management stage is Plan

## Implement and evaluate

This is the final phase of the process. During this phase you will roll out the activities and monitor the outcomes using the Evaluation Framework.

* Pilot the approach on a small scale:
  + measure outcomes
  + adapt, scale up
  + measure again.
* Or celebrate your failure and start again.
* The corresponding project management stages are Execute and Close